Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

D. Pharm. – SEMESTER – II • EXAMINATION – WINTER • 2014

Subject Code: 420005 **Date: 01-01-2015**

Subject Name: Drug Store and Business Management

Time: 10:30 am - 01:30 pm **Total Marks: 80**

Instructions:

1. **Attempt any five questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	**(a)**	Write main features of multiple shops. Mention their advantages and disadvantages.	**06**
	(b)	Describe function of Retailer.	**05**
	(c)	Discuss the qualities of a good salesman.	**05**
Q.2	**(a)**	What are the different services provided by wholesalers?	**06**
	(b)	Differentiate between the Retailers and Wholesalers.	**05**
	(c)	Differentiate between the sole proprietorship and partnership business.	**05**
Q.3	**(a)**	What are the different methods of determining the price of drug material?	**06**
	(b)	Draw an ideal layout of Retail drug store.	**05**
	(c)	Write a brief note on tenders.	**05**
Q.4	**(a)**	Discuss the services provided by the retailer to manufacturer, wholesalers and customers.	**06**
	(b)	Enumerate and explain different factors considered in selection of location of Retail Drug store.	**05**
	(c)	Explain the term Recruitment and discuss the internal sources of recruitment in detail.	**05**
Q.5	**(a)**	Define finance. Discuss the various sources of finance.	**06**
	(b)	Describe the duties of Budget officer.	**05**
	(c)	What are financial statements? Discuss the various methods of making a financial analysis.	**05**
Q. 6	**(a)**	Discuss various mode of advertisement for sales promotion.	**06**
	(b)	Write note on Cashbook.	**05**
	(c)	Write functions of commercial bank.	**05**
Q.7	**(a)**	Discuss the factors affecting channels of distribution.	**06**
	(b)	What are the features of good advertisement?	**05**
	(c)	Define advertising. What are the advantages and disadvantages of advertising?	**05**

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